



# AFFORDABLE ENERGY SUMMIT

Wednesday, July 25, 2018



AT&T Executive Education & Conference Center  
1900 University Avenue  
9:00am - 4:30pm



# Customer Assistance Program Data Segmentation & Evaluations

Customer Information through Surveys & Data

Liz Jambor & Julia Black

Austin Energy

Data Analytics & Business Intelligence

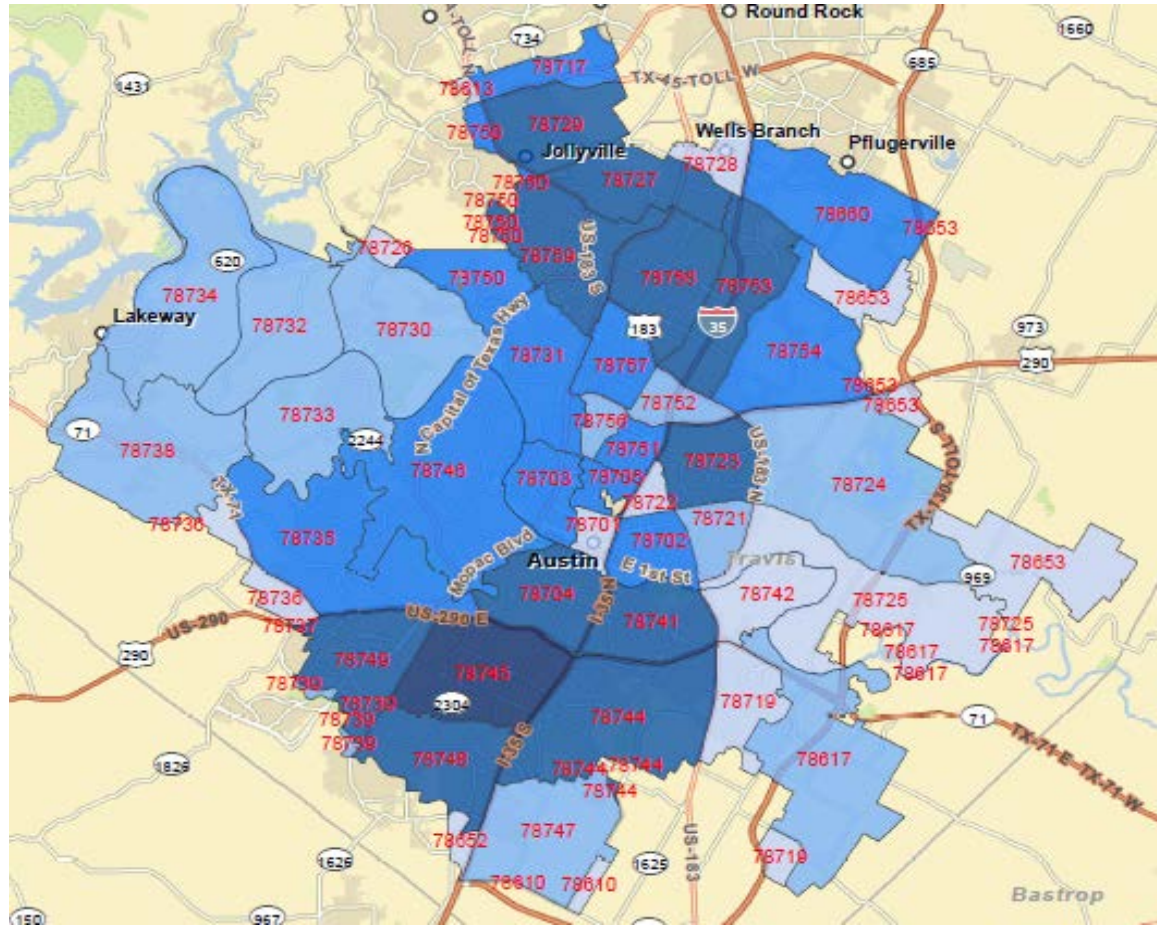


# FY17 Customer Survey & Mapping Results

- Data from 2017
  - 2016 where there are differences
- Program participants and the agencies who support them
- Links between need and services provided



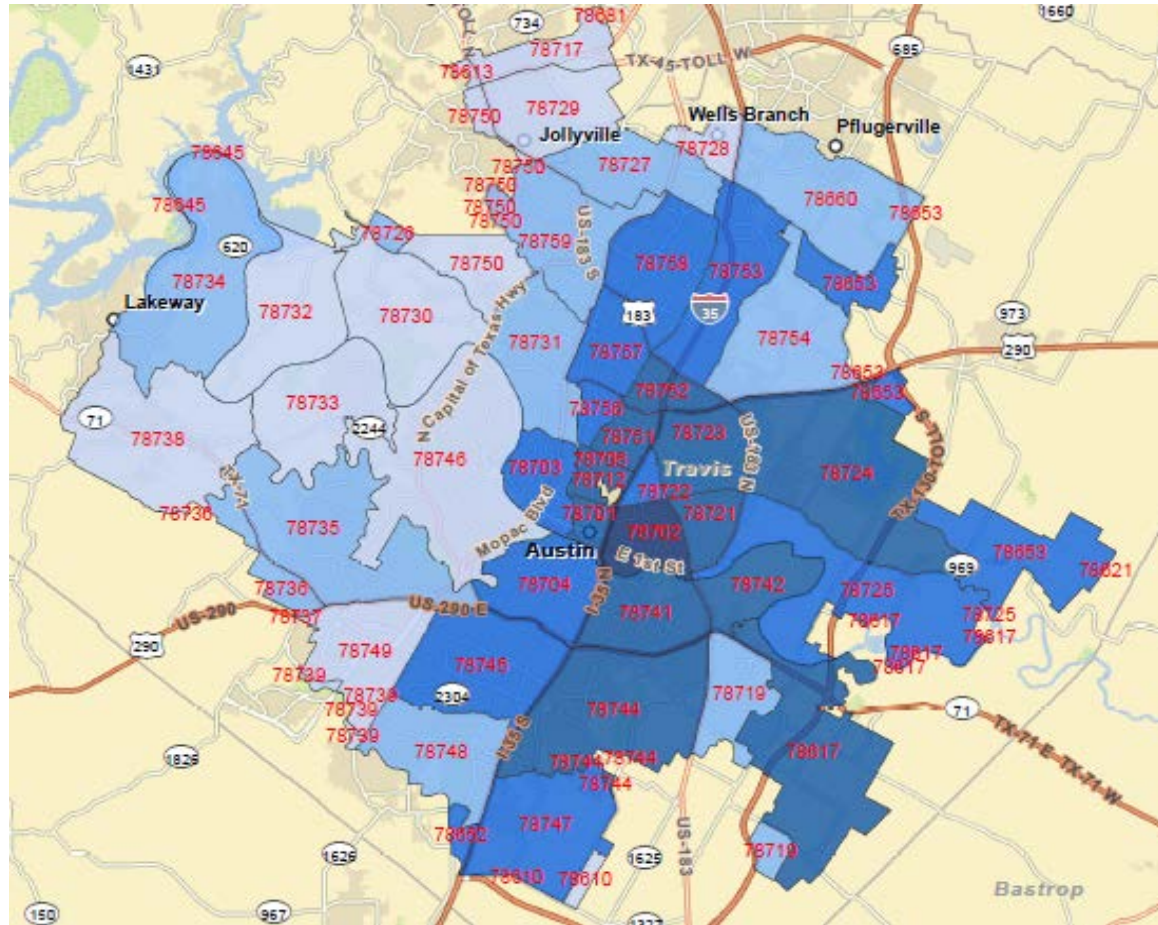
# Residential Accounts by Zip Code



- FY17 results are similar to FY16



# Poverty by Zip Code

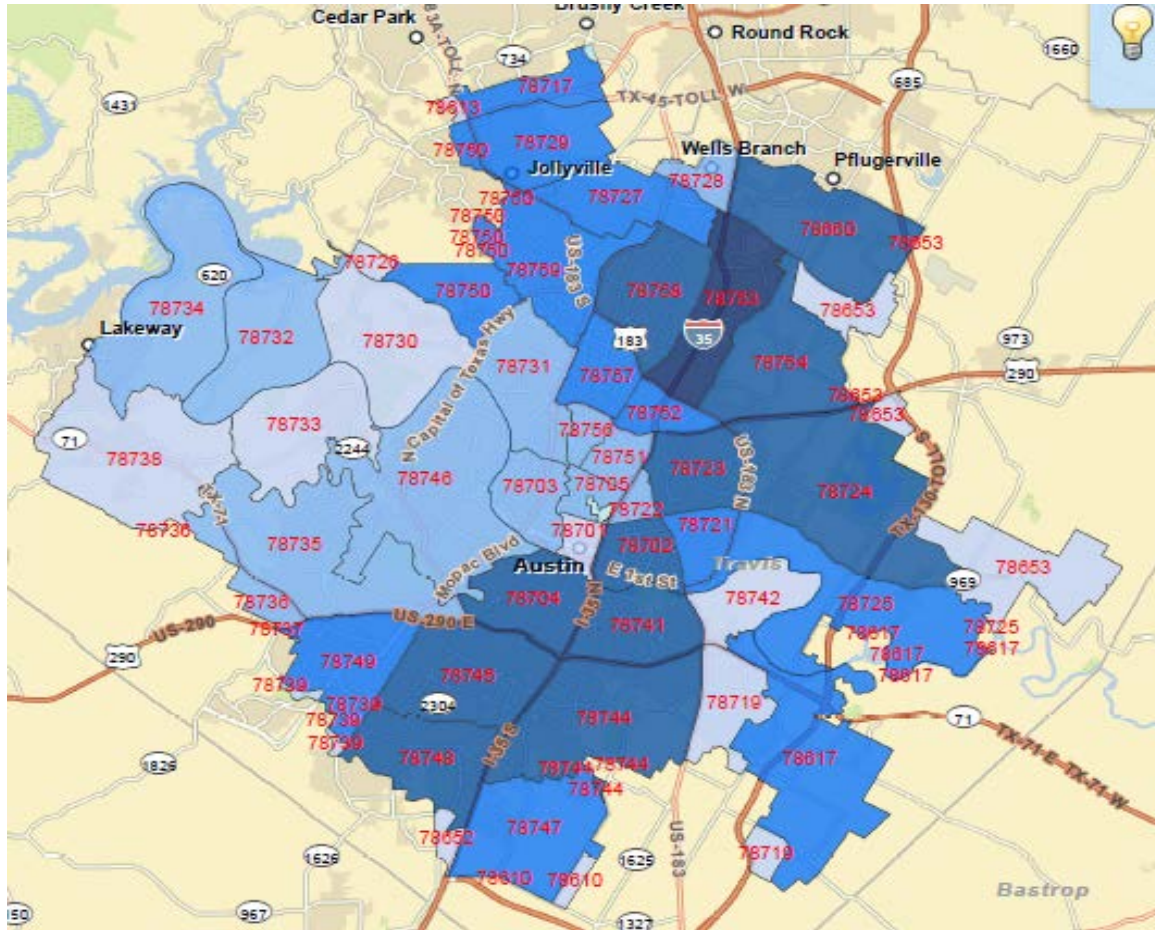


- FY17 results are similar to FY16
- Zip codes with greater concentrations of poverty are not as dispersed as overall population





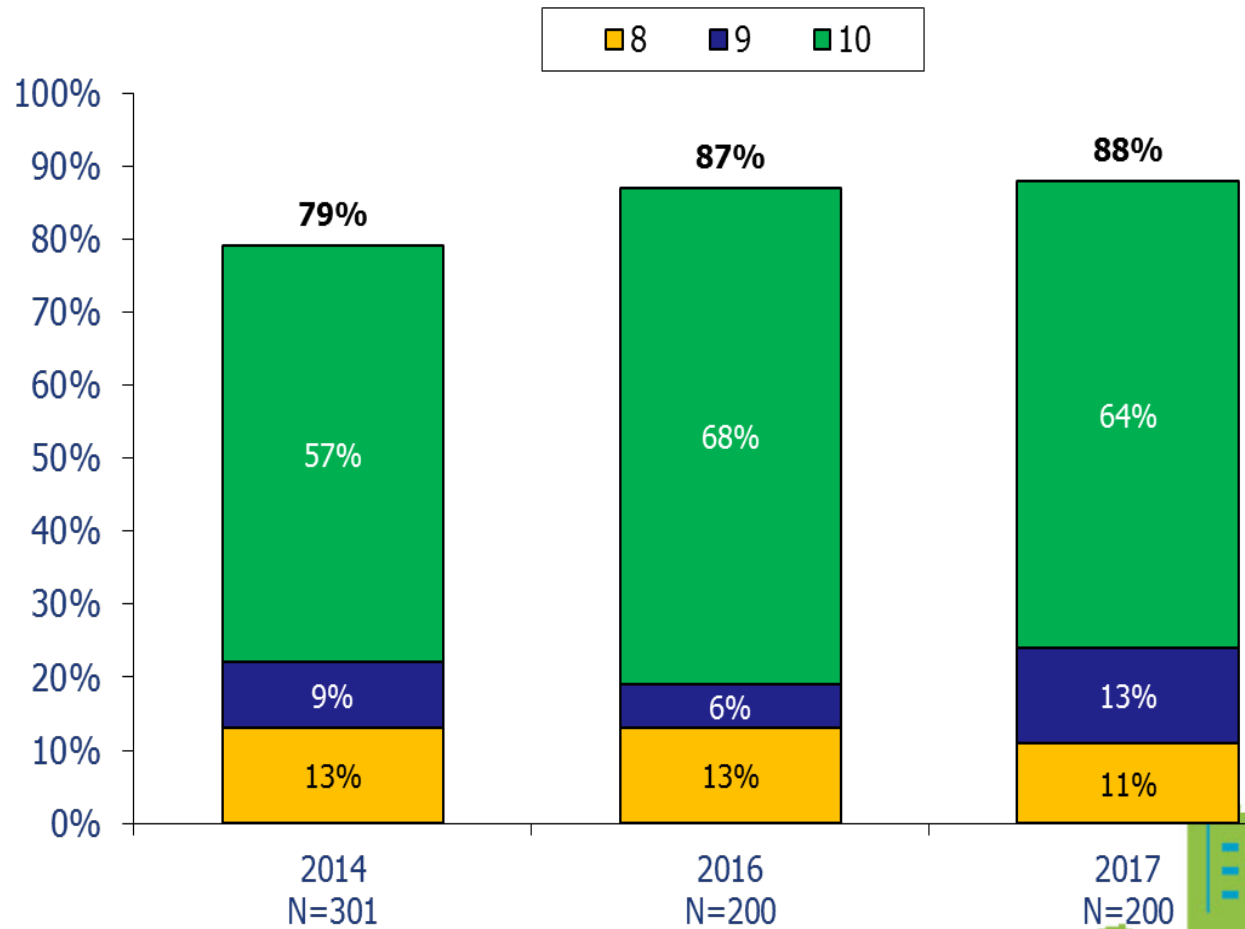
# CAP Accounts



- FY17 results are similar to FY16
- CAP customers with payment arrangements are found in proportional concentrations to account locations



# Overall Satisfaction



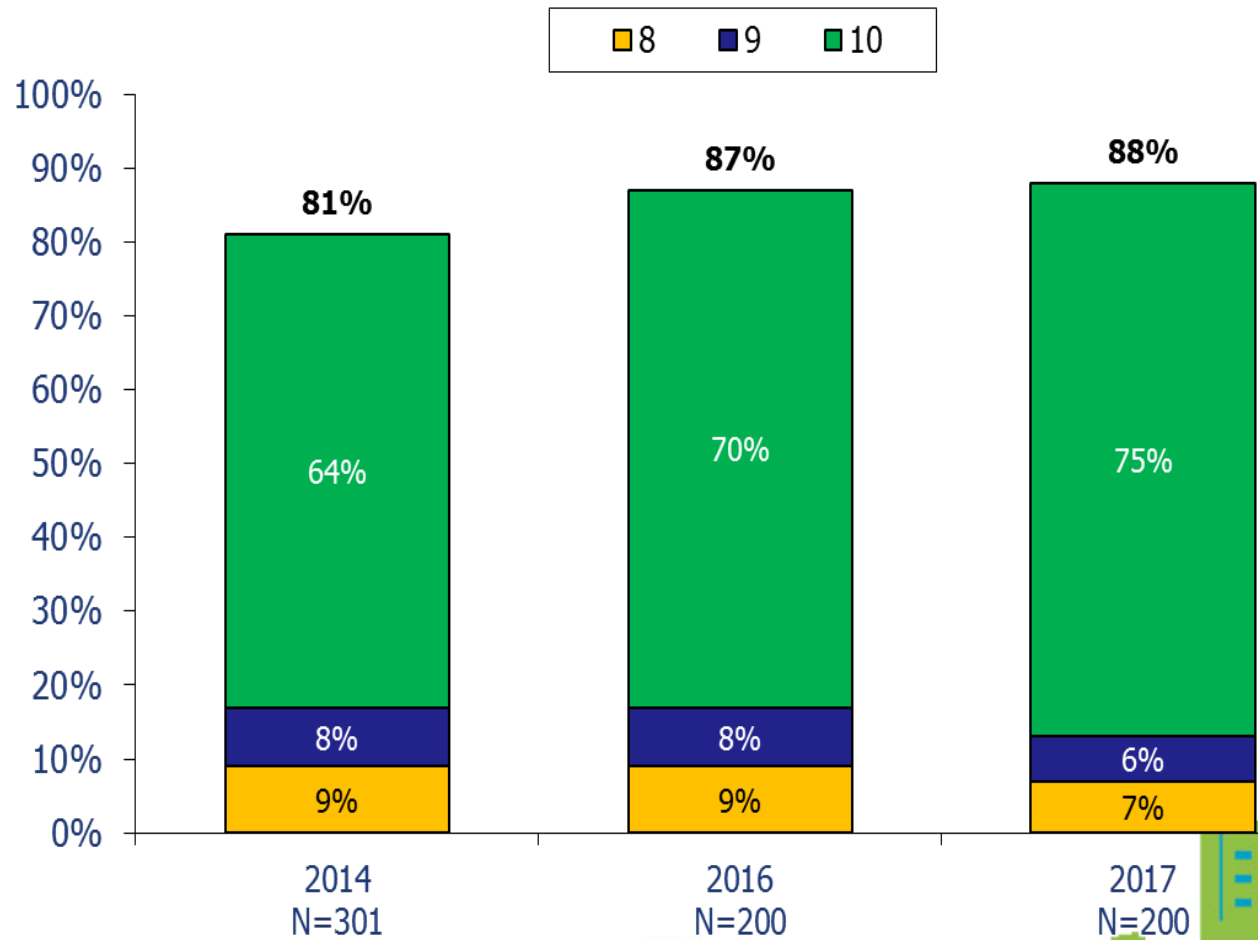
## Ways to Improve Satisfaction

- More discount
- Clearer communication
- Fewer requirements





# Ease of Applying for CAP

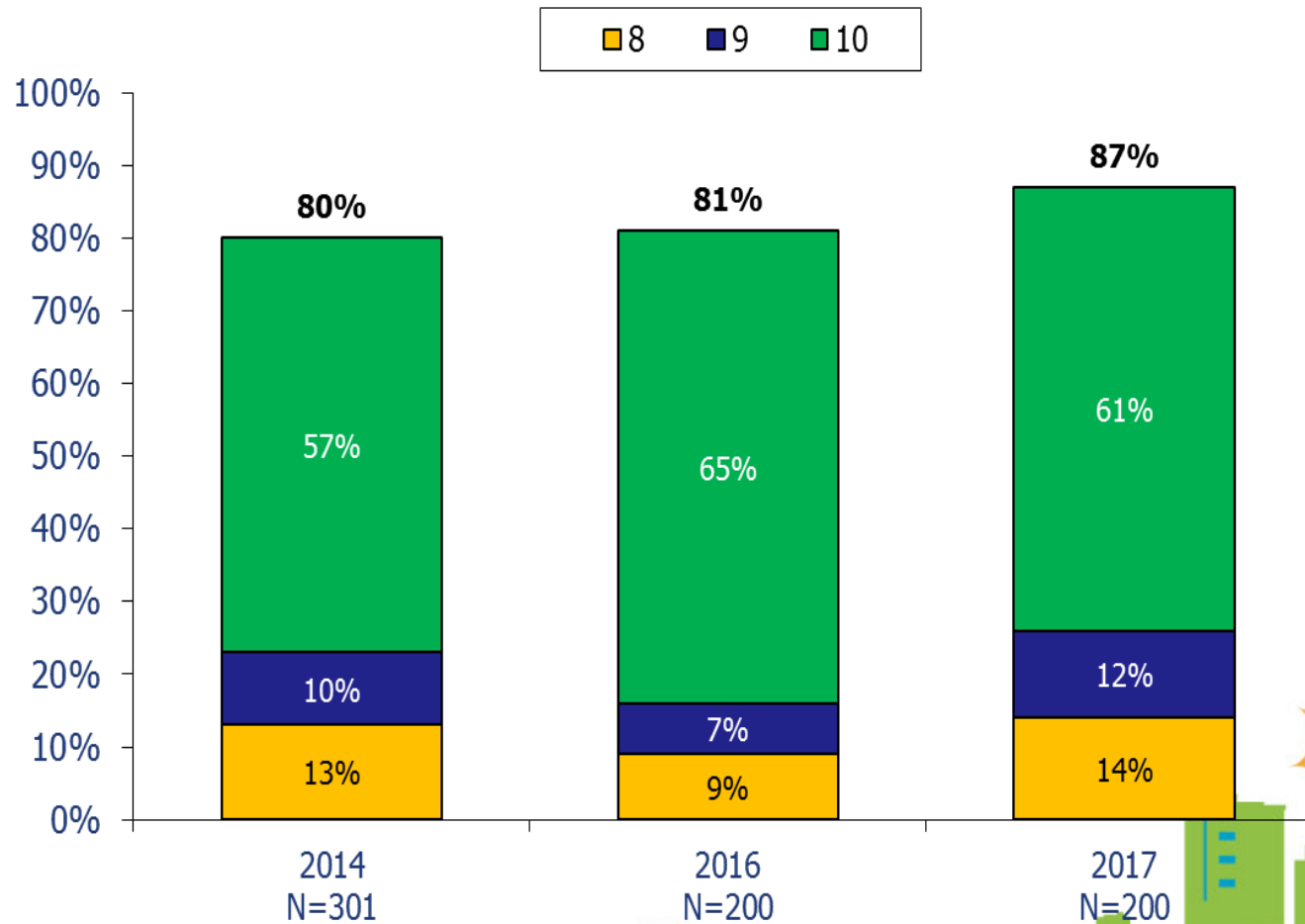


## Ways to Improve

- Use online enrollment
- Faster processing
- Fewer requirements



# Meeting Expectations



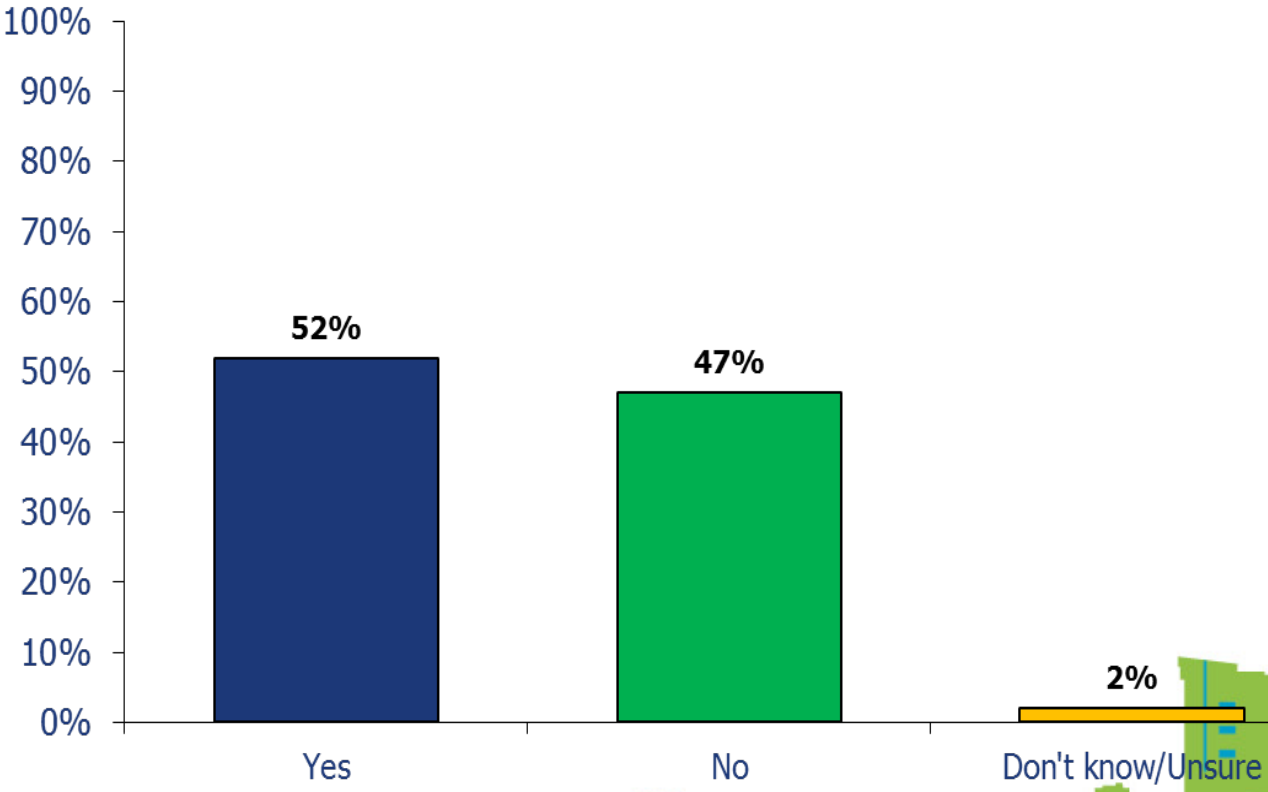
## Expectations not met

- Not enough of a discount
- Need more information
- Discounts on other services



# Difficulty Paying Entire Bill When Due

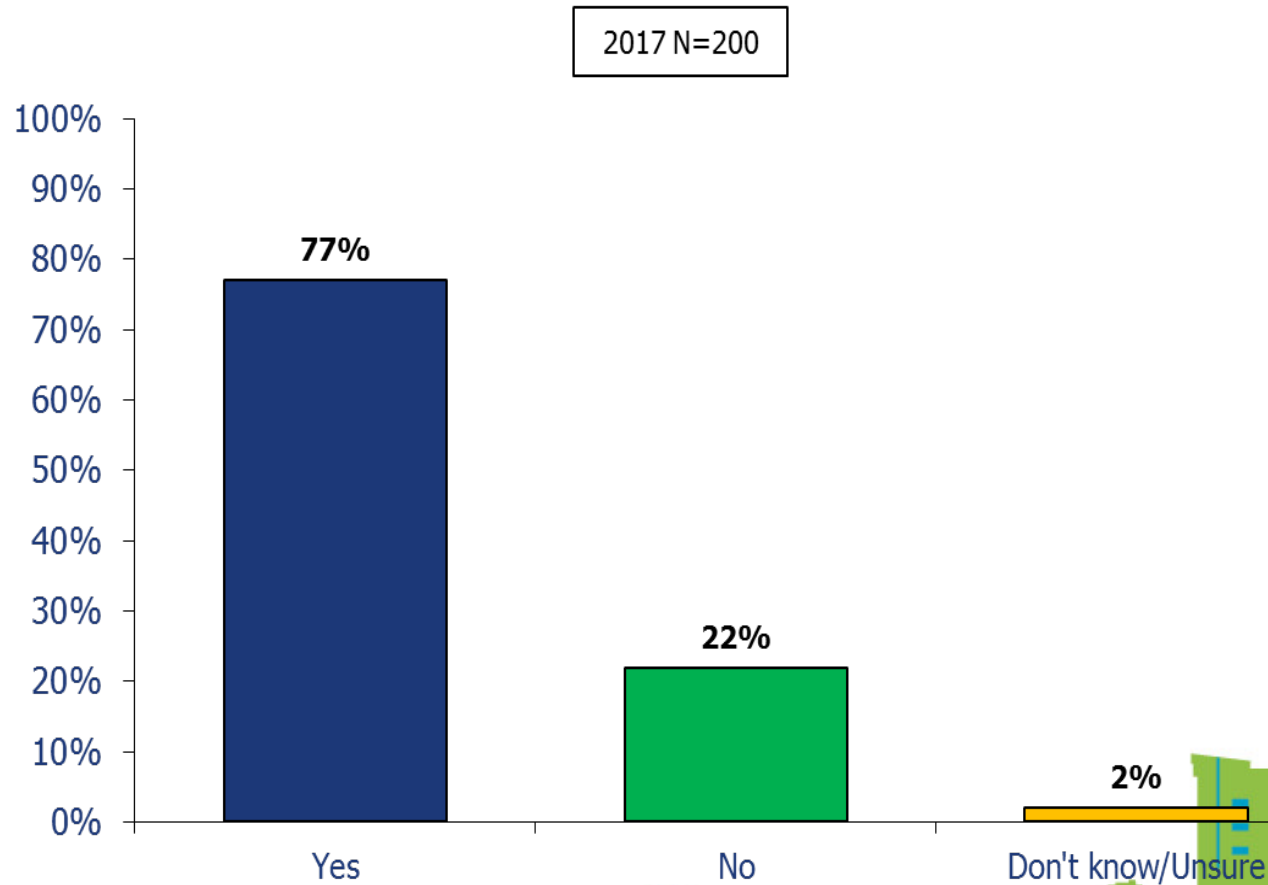
2017 N=200



- Household expenses reduced expands a greater list than in 2016
- Food, cable and clothes remain at the top of the list



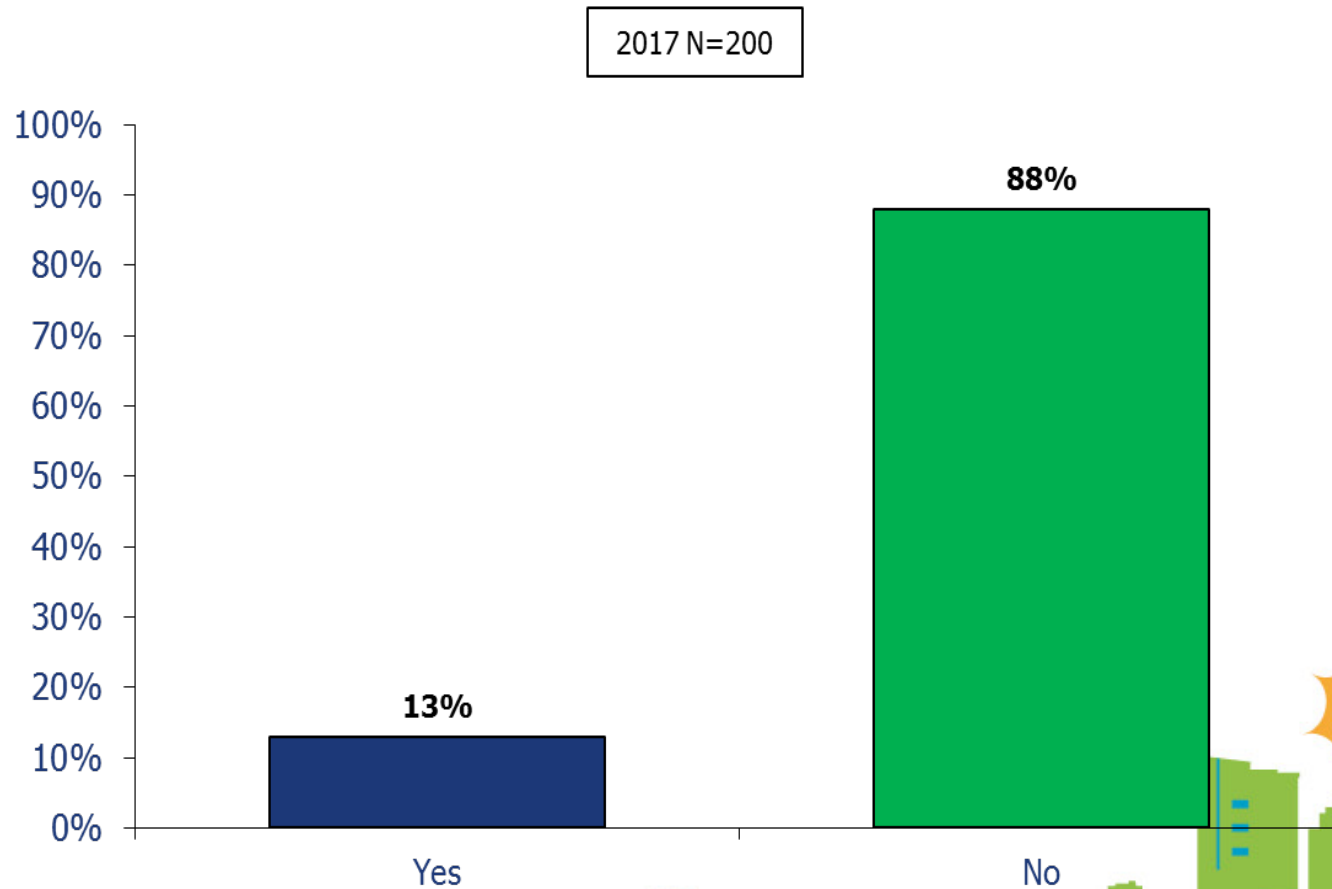
# Aware of Ways to Reduce Bill



- Recycle
- Turn off/unplug unused electronics
- Adjust thermostat
- Turn off lights
- Change AC filter regularly
- Shorter Showers



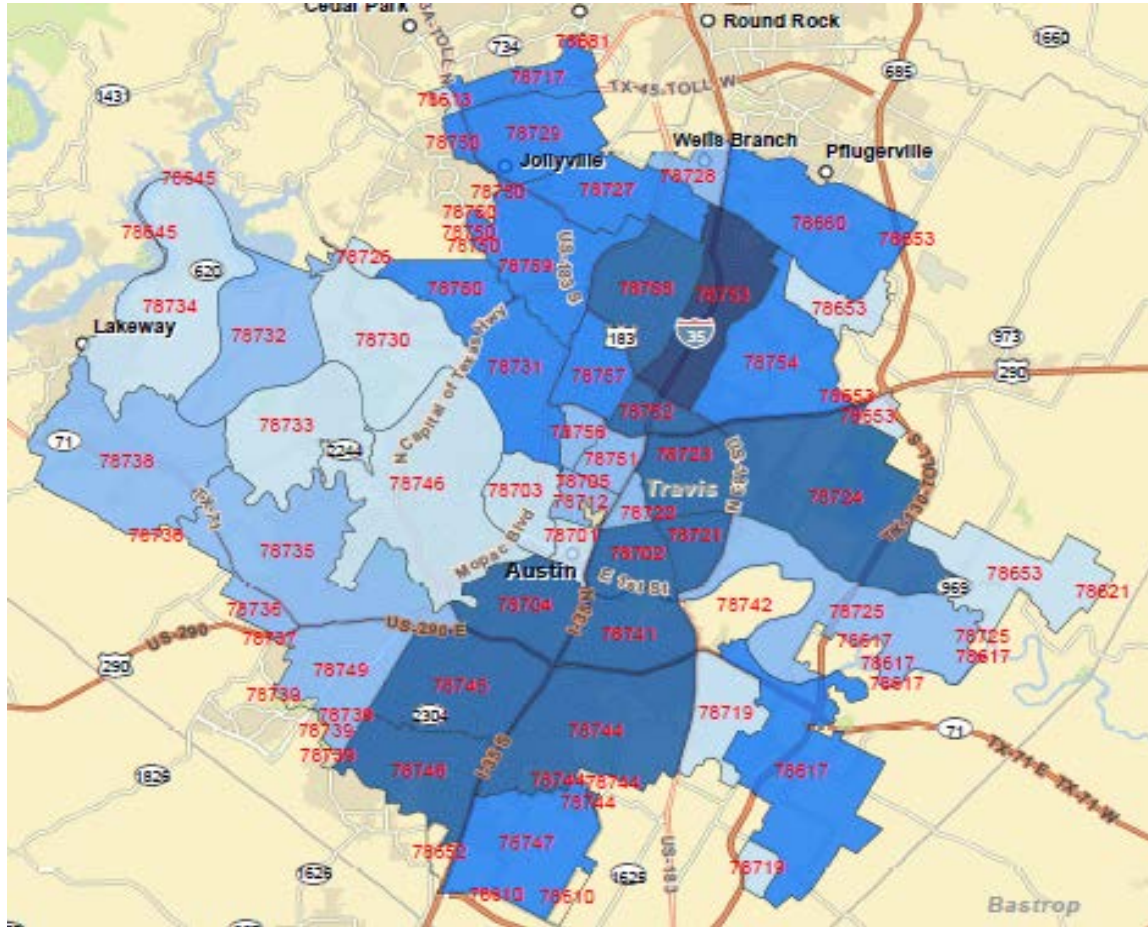
# Left Home Due to Uncomfortable Conditions



- Friend's or Family's home
- Shopping center or mall
- 1-5 times in 2017



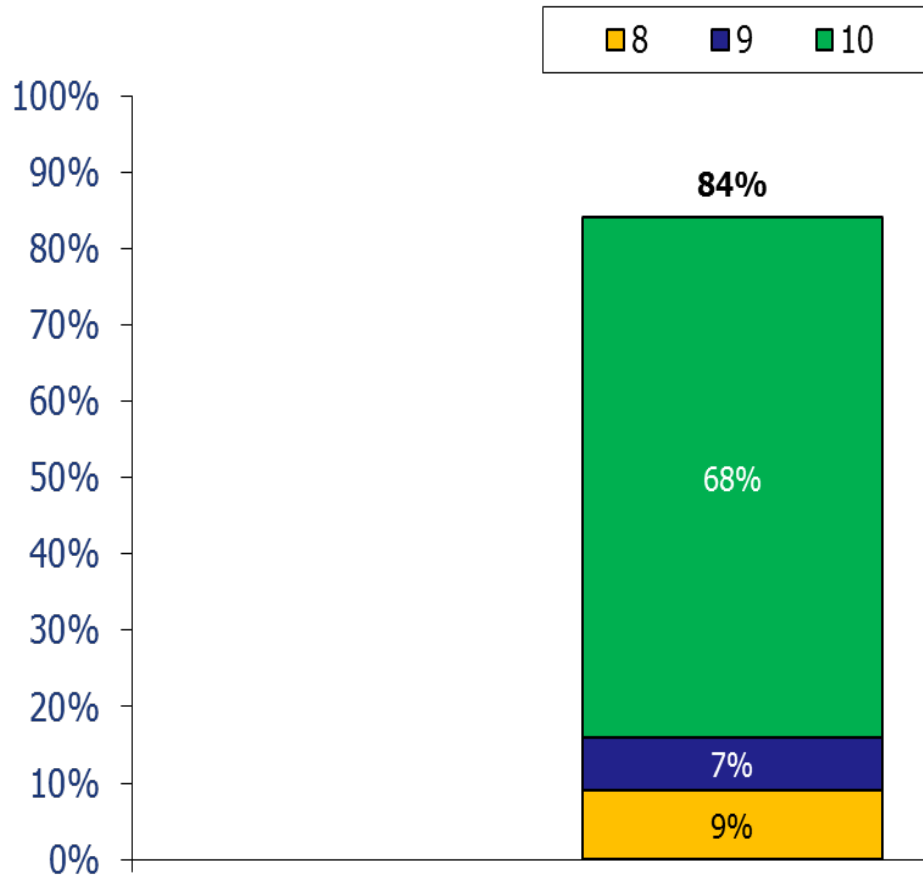
# Plus One Accounts



- FY17 results are similar to FY16
- Zip codes reflect those of CAP customer concentrations



# Satisfaction with Plus 1 Program



2017  
N=200

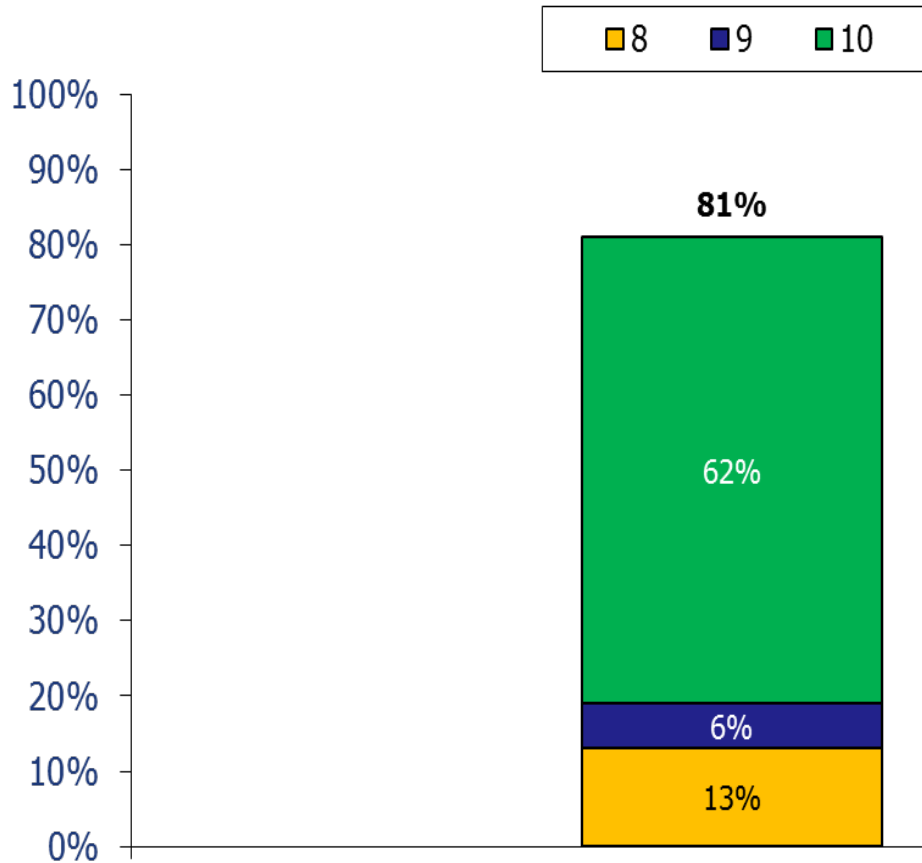


## Ways to Improve

- Give more discount
- Clearer communication
- Add more utilities



# Ease of Applying to Plus 1 Program



## Ways to Improve

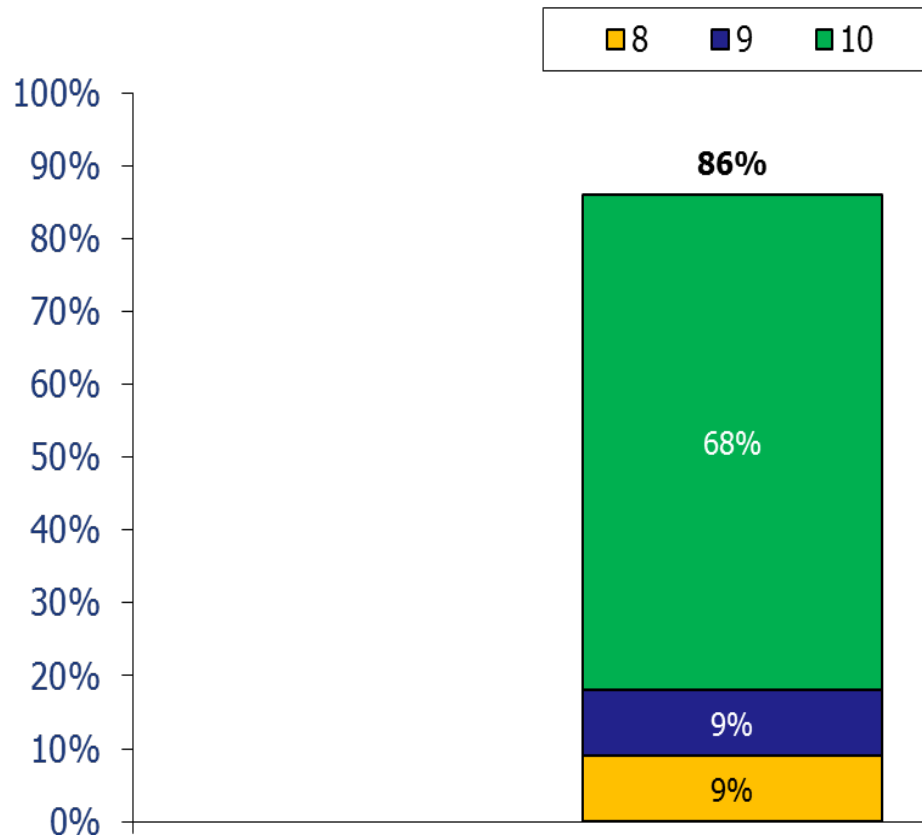
- Faster processing
- Use in-person enrollment
- More helpful representatives

2017  
N=200





# Plus 1 Program Meeting Expectations



## Expectations Not Met

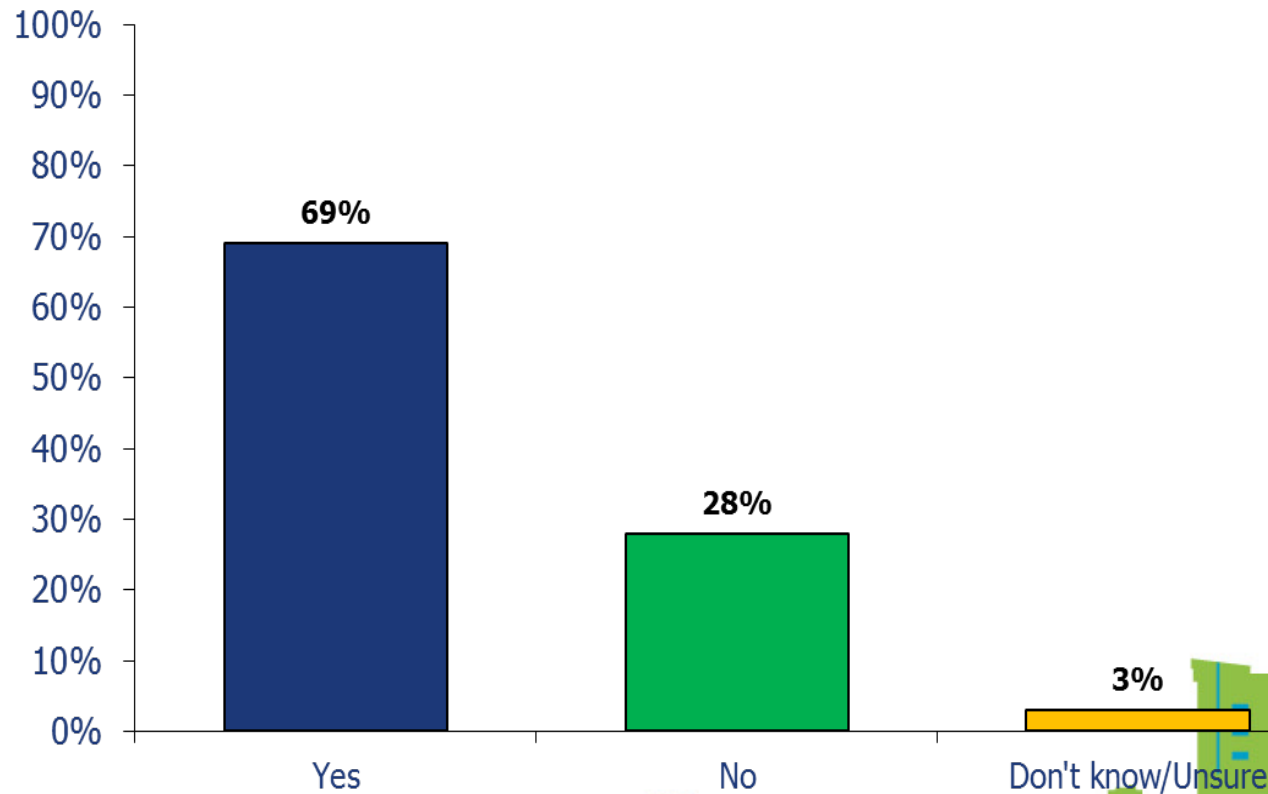
- Not enough discount
- Need more information

2017  
N=200



# Aware of Ways to Reduce Utility Bill

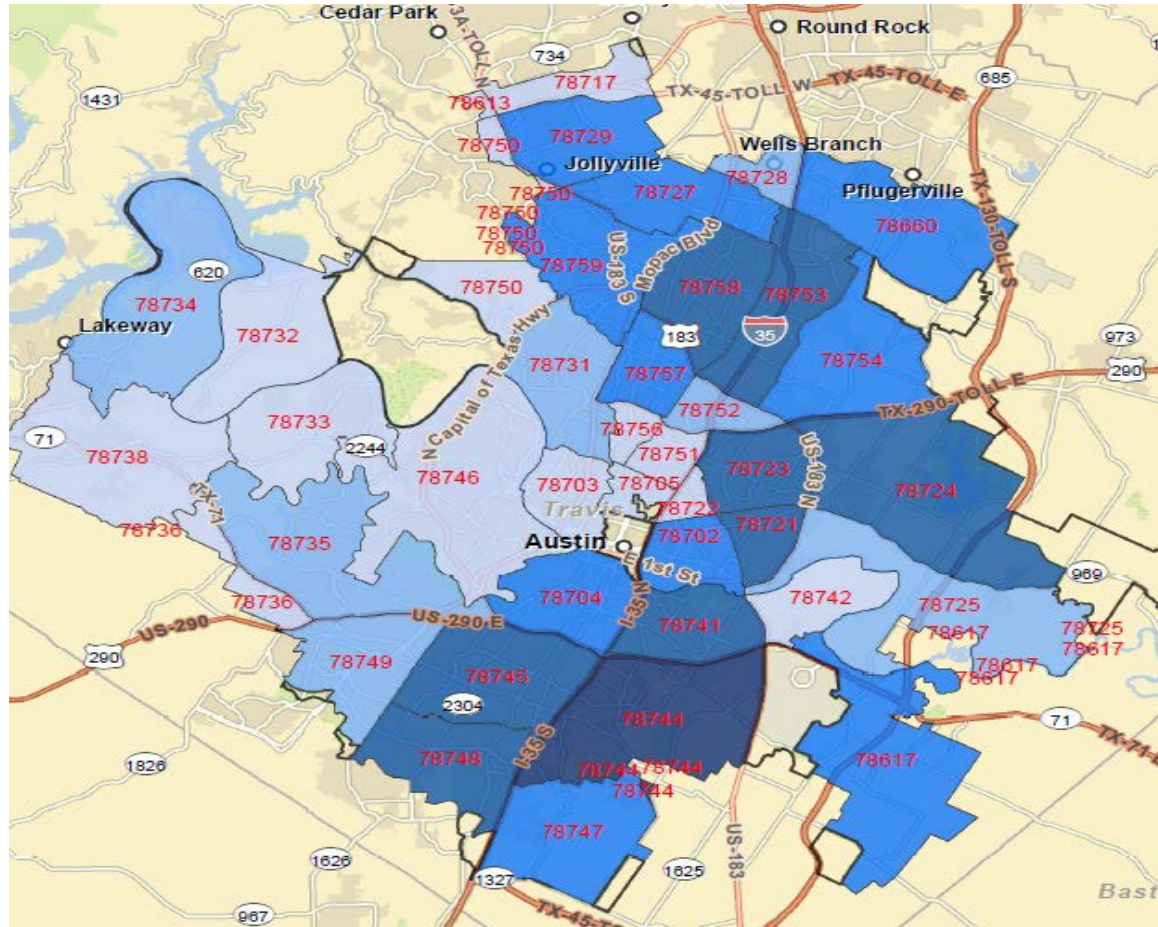
2017 N= 200



- Recycle
- Adjust thermostat
- Turn off/unplug unused electronics
- Turn off lights



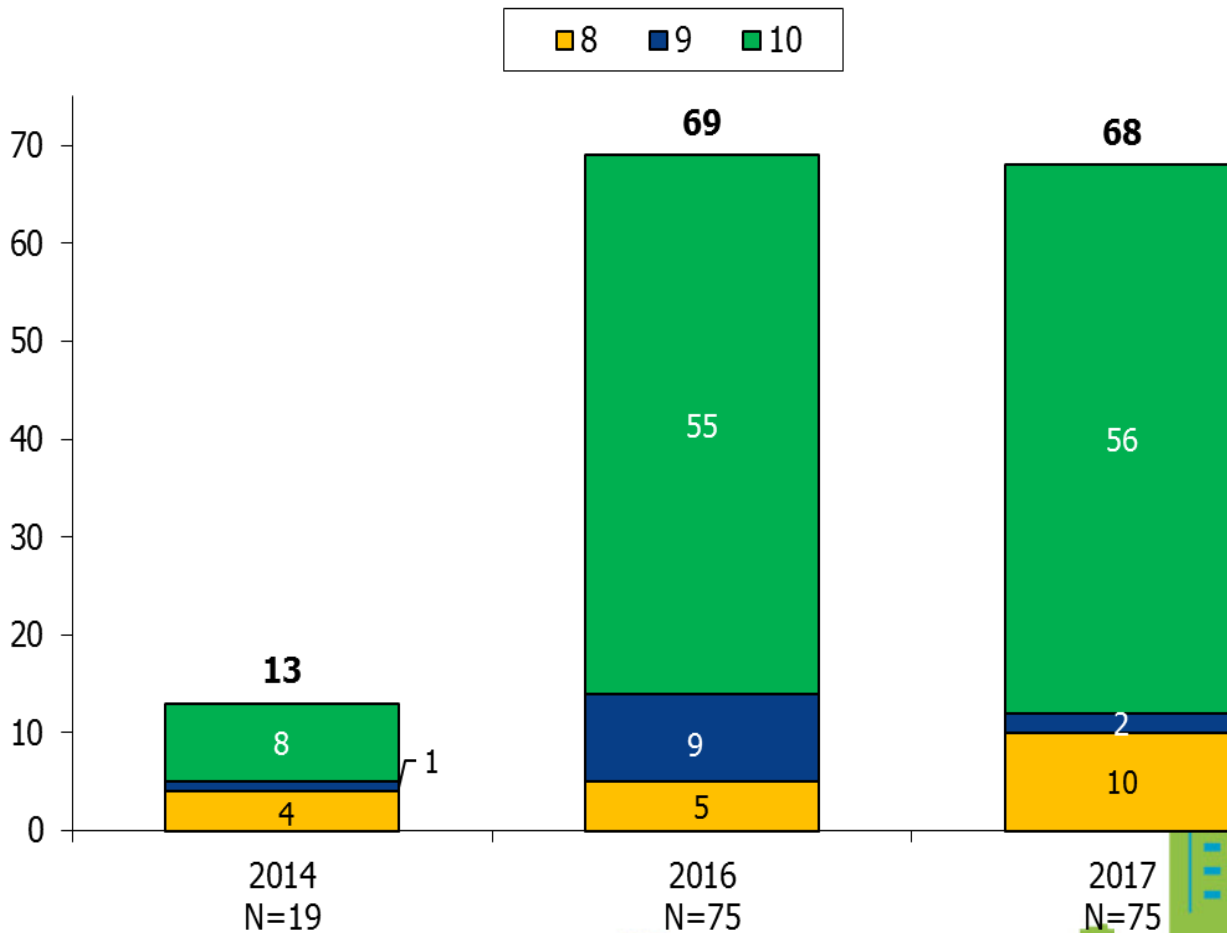
# Medically Vulnerable Customers



- FY17 results represent a few more zip codes than FY16
- Zip Code concentrations appear similar to those of CAP customers



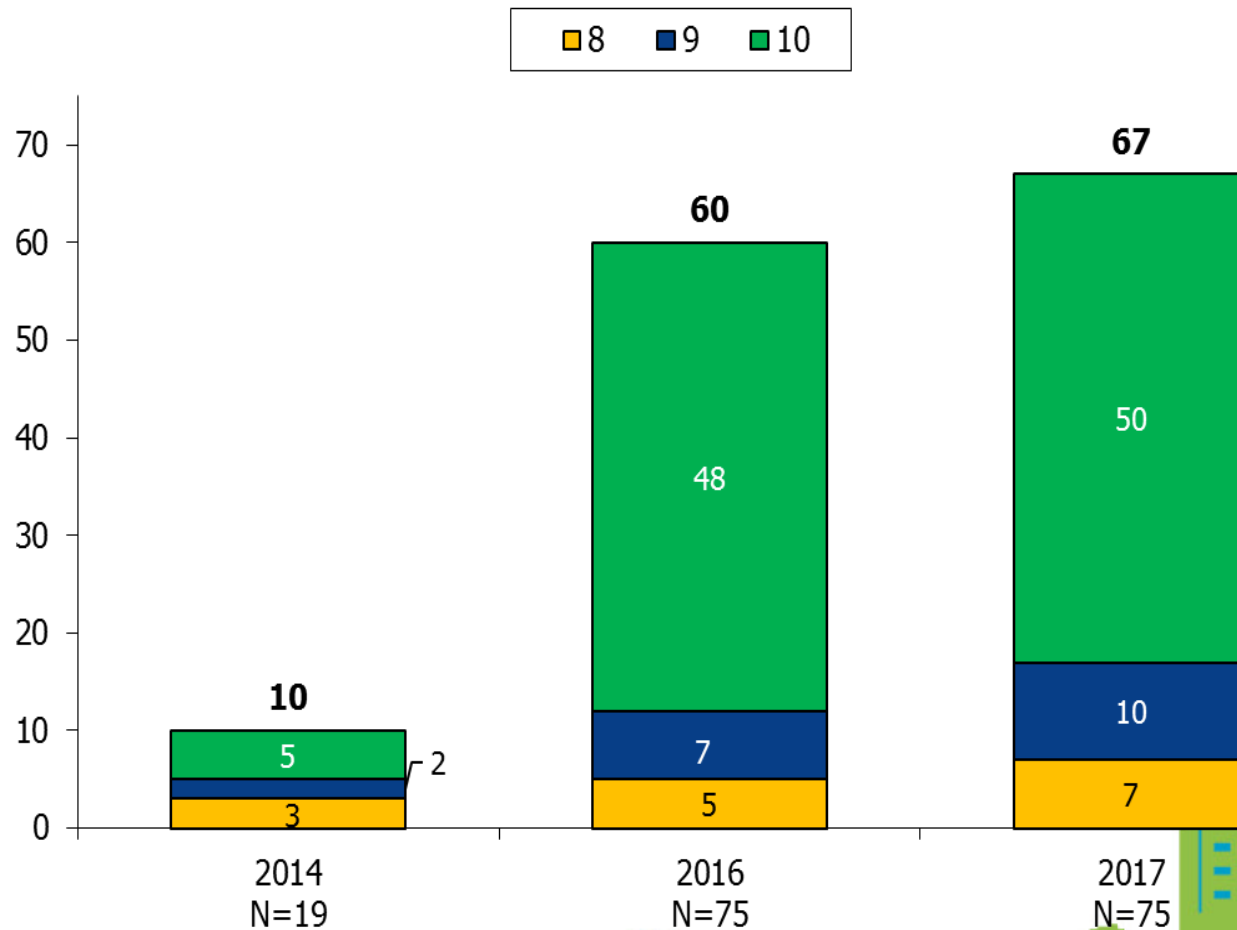
# Satisfaction with Medically Vulnerable Registry Program



- Helps me keep the lights on
- The representatives and customer service
- Ease of mind



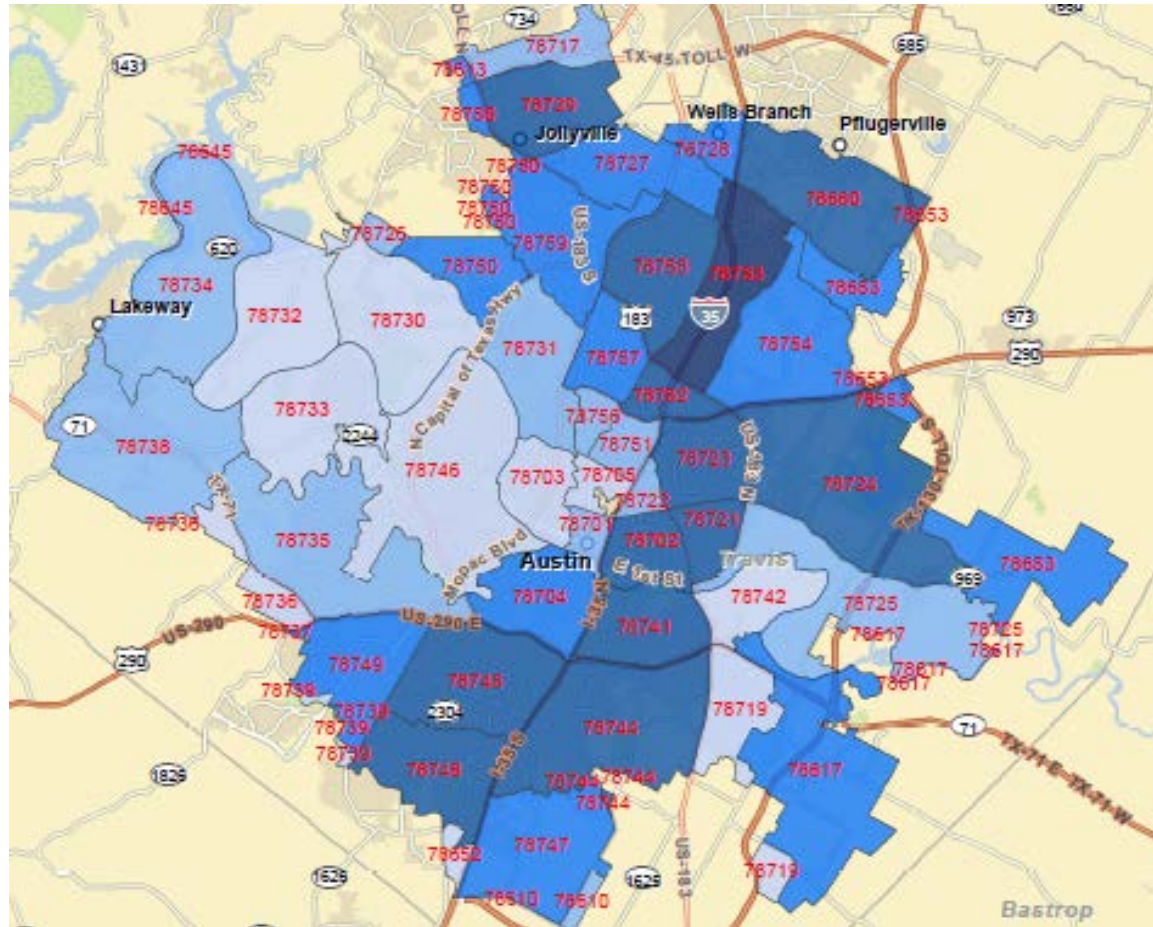
# MVR Meets Expectations



- Helps me keep the lights on
- Have a resource to help me
- Counselors helps a lot
- Easy to communicate



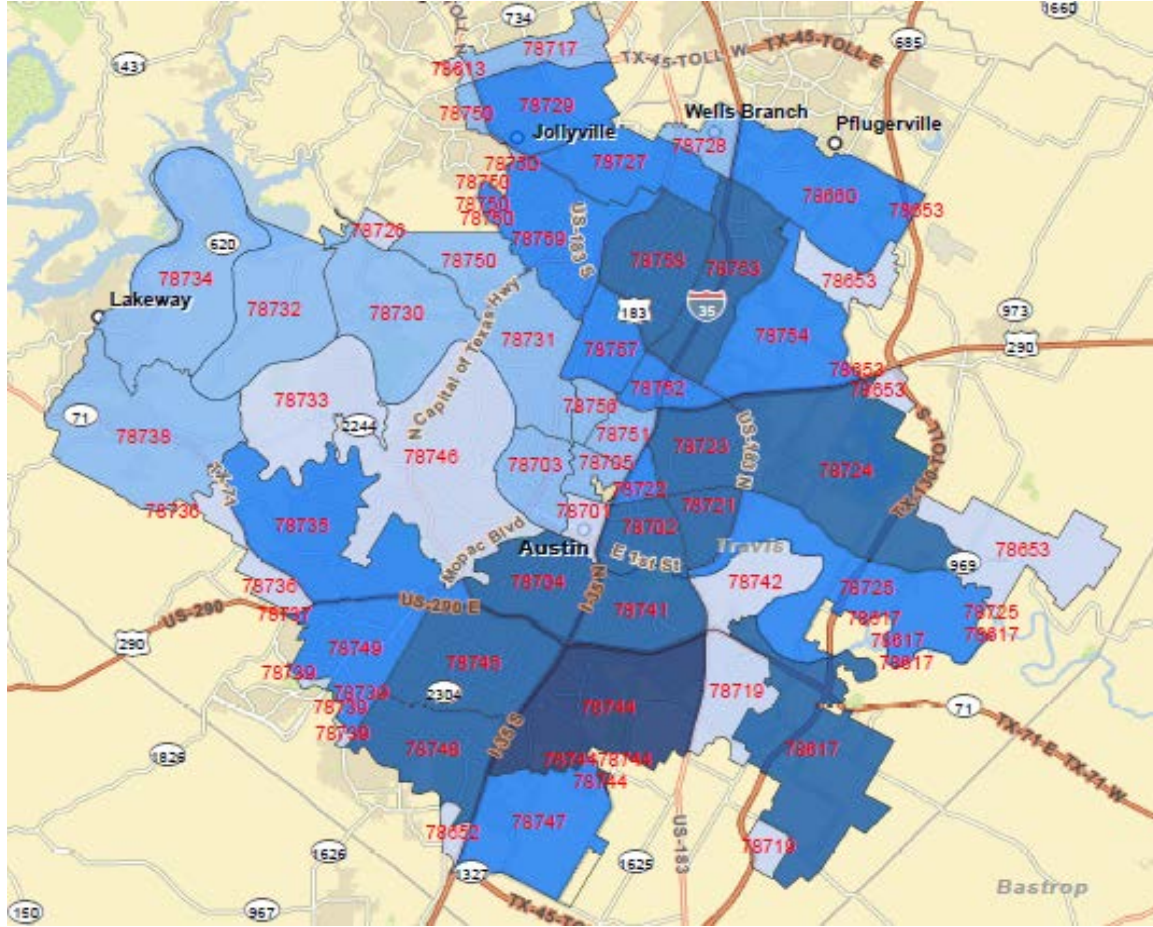
# 211 Referrals



- FY17 results are similar to FY16
- Referrals from areas other than only low income



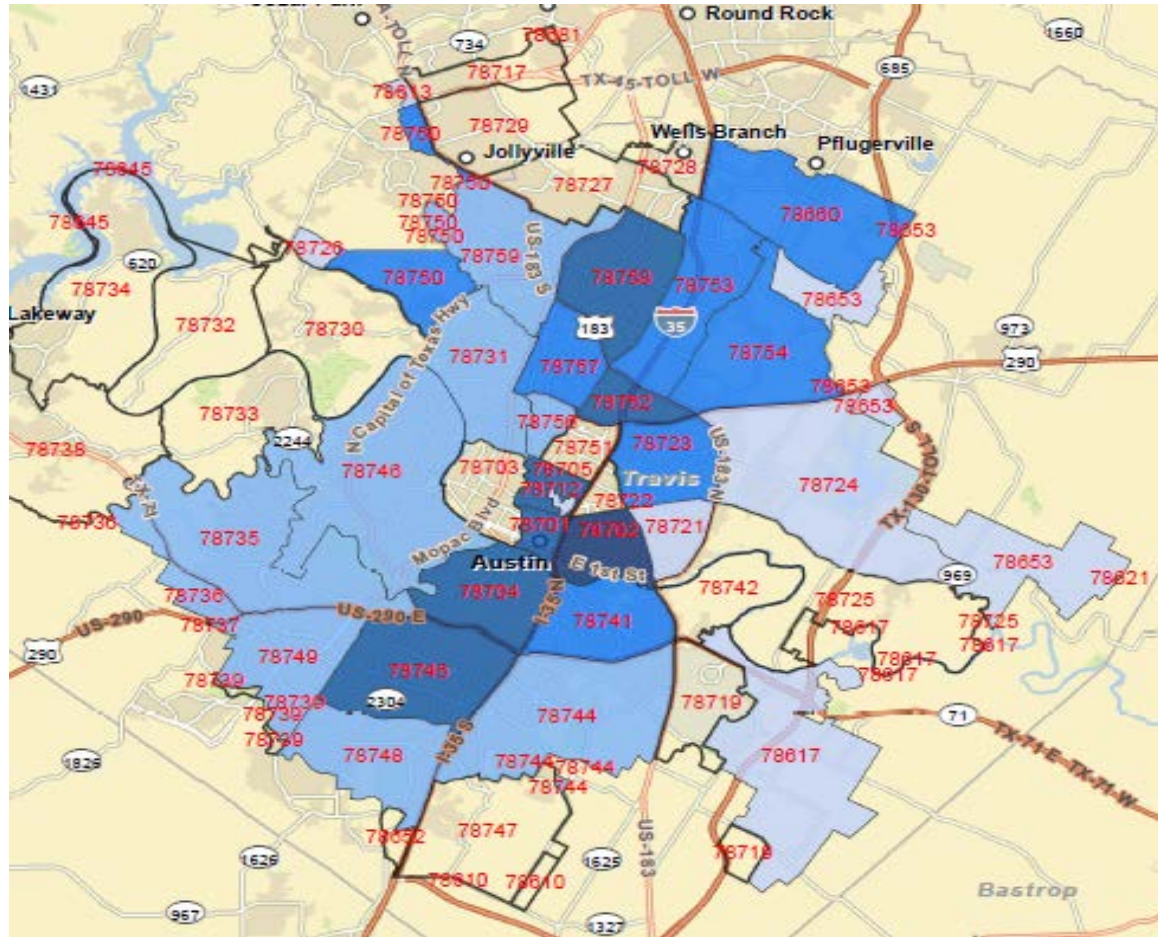
# Pledge Received Accounts



- FY17 results are more distributed across the zip codes than in FY16



# Plus One Partner Locations

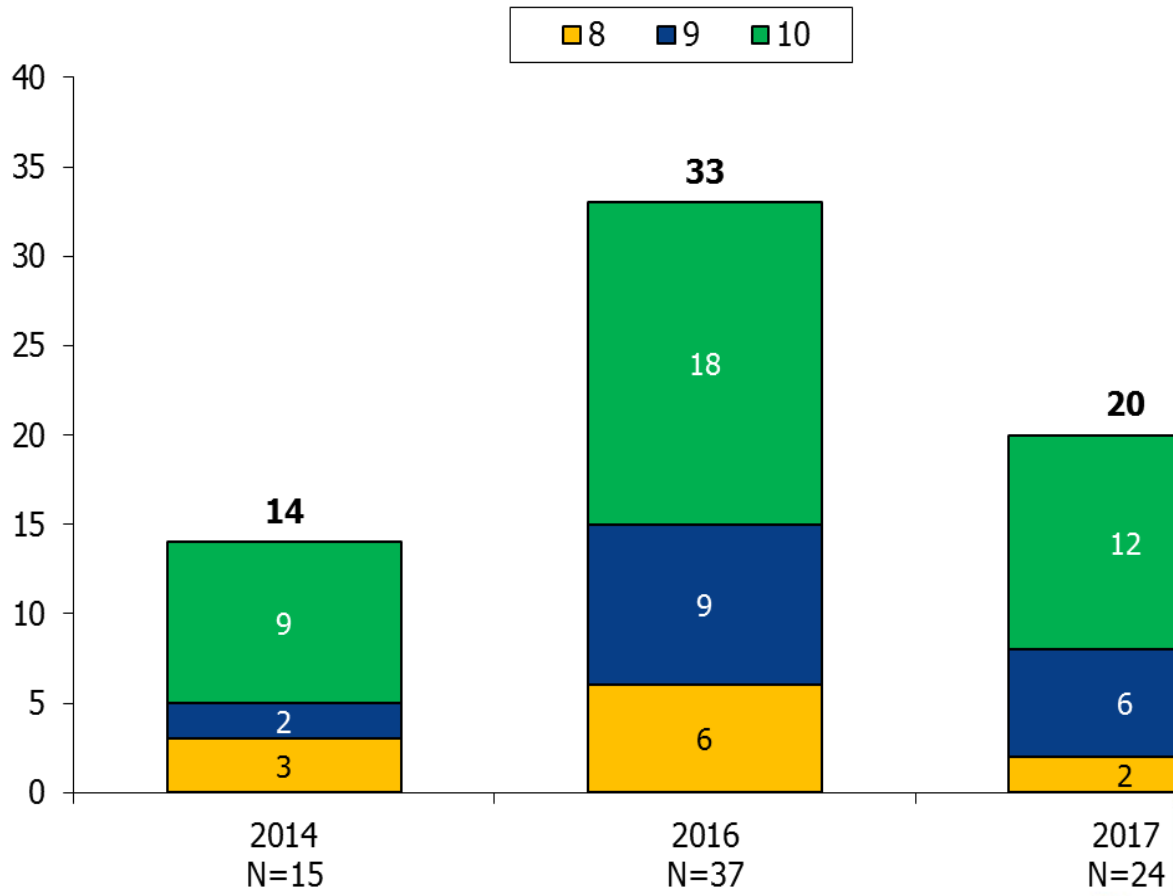


- FY17 show greater numbers across similar zip codes to FY16
- Increased numbers of partners but still in limited numbers to where CAP customers live





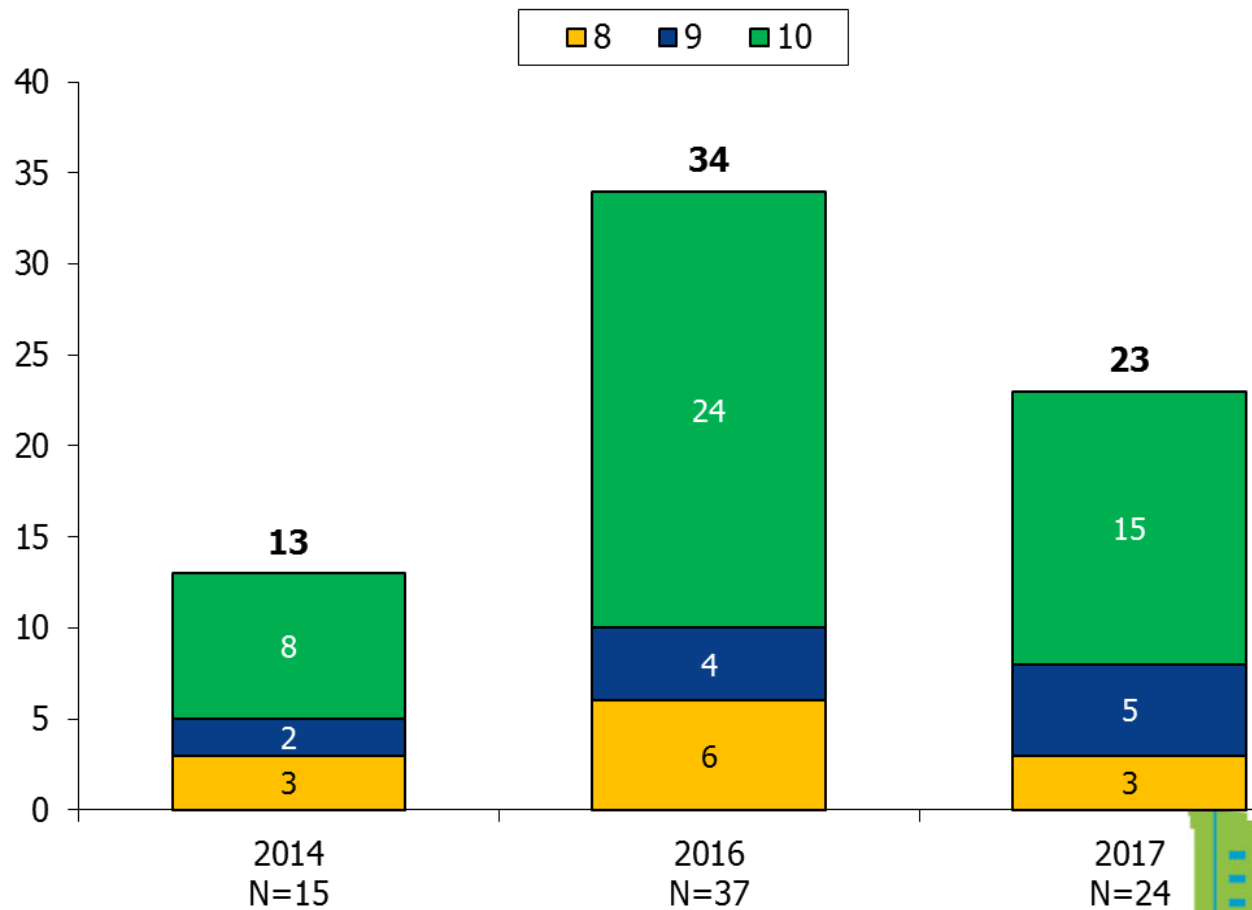
# Ease of Learning about CAP Program by Social Service Agencies



- Increase promotion



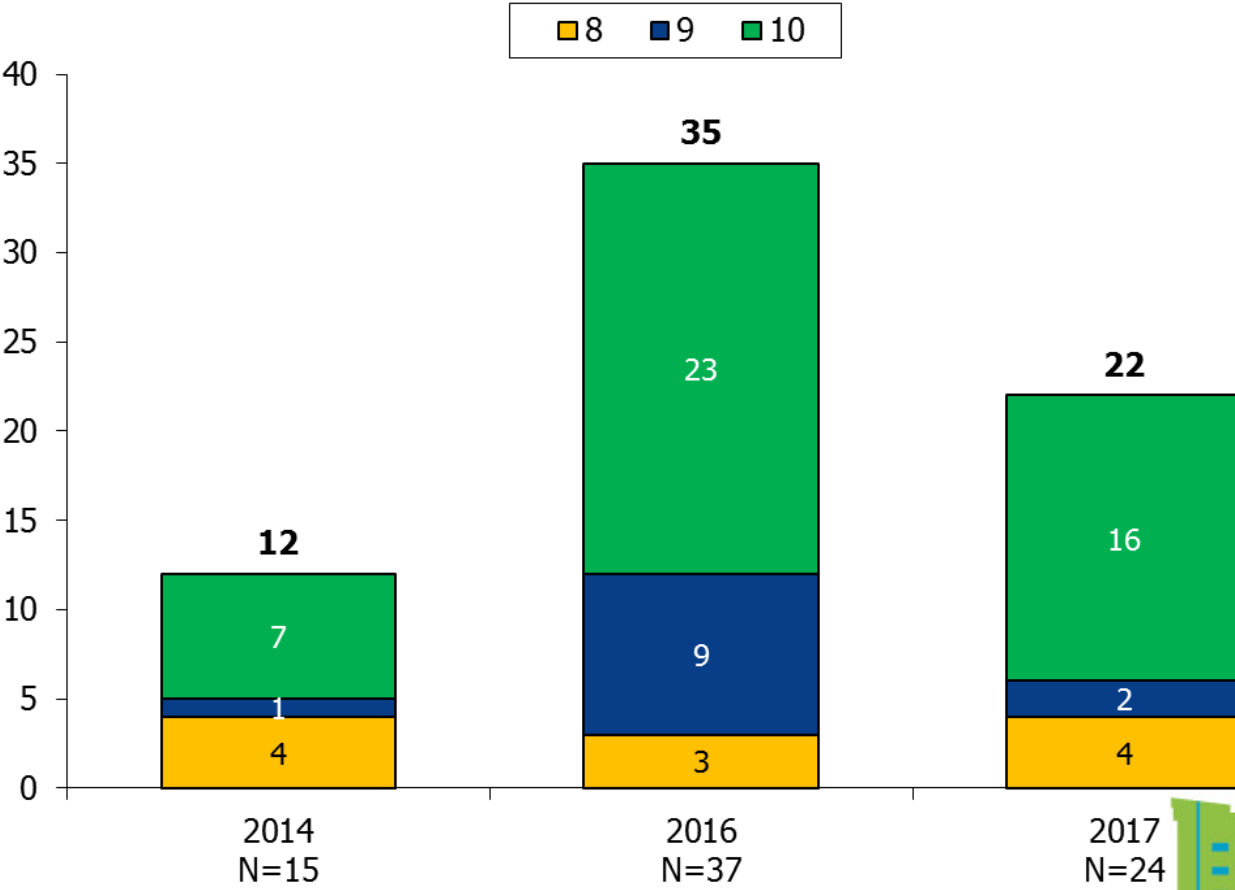
# Satisfaction with CAP Program by Social Service Agencies



- Customer service
- Helpful
- Easy to contact
- Easy to administer



# Meets Social Service Agency's Expectations



- Fast response
- Resource that helps people
- Customer service
- Helpful
- Does what they say they will



# Summary

- Maps indicate we are serving people where the greatest need exists
- Survey data indicate people are satisfied with the programs
- Maps and surveys show consistency over time



# Questions?

